

"STRATEGIC COMMUNICATION IN THE CONTEXT OF SECURITY AND DEFENSE"

24-26.09.2024, Bucharest

(click above for invitation)

The National College of Home Affairs organized on 24-26.09.2024, in Bucharest, a new edition of the course "**Strategic Communication in the Context of Security and Defence**", under the aegis of the European Security and Defence College (ESDC), in partnership with the Faculty of Communication and Public Relations of the National School of Political and Administrative Studies (SNSPA), with the support of the *Edward M. Kennedy* Institute for Conflict Intervention of the Maynooth National University of Ireland and the National Defence College /UNAp.



The opening of the course took place on 24.09.2024, with the participation of Mrs. Ana Tinca, Secretary of State in the Ministry of Foreign Affairs, Brigadier General Liviu Uzlău, Commander (Rector) of the Police Academy "*Alexandru Ioan Cuza*", Mr. Police Quaestor Associate Professor Cătălin ANDRUȘ, PhD, Director of CNAI, Mrs. University Professor Alina Bârgăoanu, PhD, Dean of the Faculty of Communication and Public Relations/SNSPA, Mr. Kieran Doyle, PhD, Professor of the *Edward M. Kennedy* Institute for Conflict Intervention/Maynooth National University of Ireland.





The trainees are senior staff and strategic communication specialists from EU Member States, EU institutions and agencies, CSDP missions and operations, as well as Eastern Partnership (EaP) countries, representatives of ministries of interior, defense or foreign affairs, with priority to law enforcement experts and diplomats with CSDP responsibilities.

The course was attended by 55 trainees from EU Member States and EU institutions (institutions from Romania, Spain, Poland, Czech Republic, Hungary, Poland, Portugal, EEAS) as well as EaP countries (Republic of Moldova, Ukraine, Georgia, Armenia, Azerbaijan).

The topics covered in the course program were aimed at an integrated approach to the European communication strategy during crises, from a civilian and military perspective, covering important points of the Global Strategy of the European Union's External Security Policy.



The course agenda included presentations by personalities in the field, experts, as well as renowned academics, such as Prof. Iulian Chifu, PhD- *President of the Conflict Prevention and Early Warning Center Bucharest*, Dr. Raed Arafat-*Secretary of State in the Ministry of Interior/Head of the Department for Emergency Situations*, Mr. Andrei Țârnea-*Director General for Communication and Public Diplomacy at the Ministry of Foreign Affairs*, Mr. Răzvan Budeanu-*Frontex expert*, Mr. Dan Cîmpean-*director of the National Cyber Security Directorate*, Prof. Alina Bârgăoanu, PhD, *Dean of the Faculty of Communication and Public Relations/SNSPA*, Mr. Remus Ștefureac- *Strategic Thinking Group/INSOP Research*, Prof. Flavia Durach, PhD-SNSPA, Mrs. Flavia Voinea-*manager Radio Romania*, Mrs. Claudia Nicolae-*general manager Agerpres*, Mrs. Roxana Davidovits-*head of Online Communication Department/MApN*, Mrs. Assoc.prof. Loredana Vladu, PhD-SNSPA, Gen. (r) Liviu Dănilă, PhD- *Associate professor CNAI*.





The course program also included activities organized in working groups, which aimed at training strategic communication skills, as well as integration and networking of participants, with the theme of exemplifying a practical situation. On the last day of the course, each team presented the chosen topic, the way of solving it and the result obtained, in line with the course objectives.

The course programme included a welcome cocktail at the end of the first day of the course and an official dinner on the second day, both events were offered by CNAI, with the support of the National College of Home Affairs Foundation. The events were organized with the support of the "Mihai Eminescu" Cultural Centre, which participated with a painting exhibition, and the Cultural Centre of the MIA.

The course ended on 26.09.2024, with the award ceremony of the graduation certificates, signed by Mr. Josep Borrell Fontelles, EU High Representative for Foreign Affairs and Security Policy, Vice-President of the European Commission. The certificates were handed over by the Director of the National College of Home Affairs, Mr. Cătălin Andruș, PhD, Police Quaestor, together with Prof. Kieran Doyle and Mr. Moritz Herzberg-ESDC Training Manager.



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